

# **RJ REYNOLDS**

TOBACCO COMPANY

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J. CAMPBELL / ROU 1610  
PROMOTIONAL COORDINATOR

8899 MAIN STREET  
WILLIAMSVILLE, NY 14221  
(716) 634-4179  
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March 6, 1998

 E-Mail  
C. Minner

## **SALEM TEAR TAPE / PROMOTION #800438**

Dear Chris:

I have a concern regarding the *Salem Tear Tape* promotional templates regarding sub-jobbers and am not sure if this is a part of the problem which you addressed earlier this week. If it is, please advise when we can expect corrected templates:

### **Problem**

I will use an example in order to attempt to explain the problem:  
Our direct account, Klein Candy (SIS #761406) has several sub-jobbers listed on their template; some of the sub-jobbers are located within our Region, some are sub-jobbers located outside of our Region. Therefore, only the sub-jobbers located within our Region generate Templates for us to 'see'. When a Template is printed, using function N5B, the entire number of carton allocations - for all four Salem brand styles (Kg, 100, Lt Kg, Lt 100) roll into one total number and show up on the Template under the *Salem King* brand style.

Therefore, in my example: Sub-jobber Vikisha (SIS #543805) is supplied by Klein Candy (SIS #761406), but resides in NY Metro Region #1210, and has retailers signed up from both Region #1210 and Philadelphia Region #1310. Our Klein Template indicates that 281 cartons of Salem M85 should be shipped to Vikisha, and 0 cartons of the other three Salem styles should be shipped to Vikisha. However, after talking to NY Metro, when they review their Vikisha Template, it indicates a breakdown of the four Salem styles for retailers located in Region #1310. Needless to say, this will create some 'large' problems at our directs.

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Salem Tear Tape

All Templates that contain sub-jobbers contain this same inconsistency. As this promotion needs to be ordered within the next 1-2 weeks, I would appreciate it if you could advise as quickly as possible how to handle this situation.

Sincerely,

*Judy*

J. Campbell

Promotional Coordinator / 1610

/jc

L. E. MacWilliams

D. P. Fitzgerald

ROUs #1210 / #1310

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